

Jesse Peplinski

Developer experience engineer who writes, teaches, demos, and ships

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SUMMARY

Software engineer, technical educator, community organizer, and builder-in-public focused on developer experience. I bring 8+ years shipping customer-facing web software, 6 cohorts of coding bootcamp leadership, hands-on React/TypeScript/Next.js product work, public technical writing, Twitch/X distribution, hands-on Resend usage, and a founder's perspective from building AI/SaaS tools like TryLaunchLoop and TrySignalHire.

SELECTED AI/PRODUCT WORK

[TryLaunchLoop](#) (May 2026 · Next.js, Supabase, Resend SMTP, X/Twitter, Codex) — Developer-marketing tool for indie SaaS builders who need to turn real product progress into launch material without losing focus on shipping; grew X from roughly 170 to roughly 950 followers by engaging with founders and builders shipping real things.

[TrySignalHire](#) (May 2026 · solo-built MVP · Next.js, OpenAI, Supabase/Postgres, Clerk, Resend, Vercel, Codex) — AI-mediated hiring product where candidate work becomes sourced claims and company jobs become evidence signals for human review.

[Vibe Storefront](#) (April 2026 · MVP live within 4h · Next.js, OpenAI, Supabase/Postgres, Clerk, Codex) — Solo-built product-validation app that turns ideas into positioning, copy, imagery, public share pages, and a live gallery.

[How does MCP work?](#) (April 2026 · ~1 hour · Next.js, Vercel AI SDK) — Interactive developer explainer showing tool discovery, JSON-RPC, tool selection, execution, and response generation.

EXPERIENCE

Software Engineer

July 2017 — Present

Equitable · Syracuse, NY

- Served as lead engineer across major customer-facing web initiatives, taking projects from requirements and stakeholder alignment through implementation, production launch, documentation, and post-launch reliability
- Generated **hundreds of thousands of dollars** in business impact by leading the end-to-end redesign of the [PCR Rates page](#), a high-traffic product page with **thousands of daily views**
- Led chatbot development with Microsoft Bot Framework on Azure, serving as lead engineer and managing the project backlog from prototype through MVP
- Shipped the OBP customer portal (React, Java) to help onboard new brokers from outside firms into the organization
- Led the migration of an Angular to vanilla JavaScript [Retirement Guide](#), architecting the separation of content and code
- Enhanced FMG website intake forms by simplifying a feedback workflow spanning **hundreds of questions** and enabling PDF email summaries of advisor responses; improved usability and documentation for the intake process
- Migrated **150 pages** from Sitecore to Adobe AEM with **zero downtime**, collaborating with vendor teams to compress an originally 9-month migration plan into roughly 3 months

Partner

2017 — Present

Hack Upstate LLC · Syracuse, NY

- Directed and taught in [Careers in Code](#), a 6-month intensive coding bootcamp for underserved populations, running day-to-day delivery across **6 cohorts** (2019-2024)
- Designed and delivered developer education, workshops, curriculum, documentation, project feedback, and coaching for students learning full-stack web development
- Organized **100+ person hackathons** that brought developers, students, sponsors, and local organizations together to advance Central New York's tech community
- Built admissions and operations systems from scratch, automating the pipeline end-to-end using Pipefy, Zapier, and Notion; implemented EOS for goal tracking
- Admitted **102 students**, graduated **74** (72.5% graduation rate), placed **24 graduates** in tech roles
- Managed approximately **\$1.1M in grant-backed program funding** across local government and economic development partners

EDUCATION

B.S. Computer Science, Mathematics Minor

2015 — 2017

SUNY Potsdam

- Benjamin F. Bradley Memorial Award — High achievement & outstanding department contribution
- Founded [Hack Potsdam](#) (grew from 49 to 116 attendees, \$10K raised, MLH partnership). President of ACM. GPA: 3.25
- Speaker at [HackCon V](#) — "Getting Your Alumni Involved," presented to a national audience of student hackathon organizers

TECHNICAL SKILLS

DX & Content	Technical writing, tutorials, changelogs, demos, docs, developer education, customer stories
Frontend	React, Next.js, Astro, TypeScript, JavaScript, Tailwind CSS, HTML/CSS
AI & LLMs	Codex, Claude Code, OpenAI API, Vercel AI SDK, MCP, RAG, tool calling, structured outputs
Products	TryLaunchLoop, TrySignalHire, Vibe Storefront, RAG/MCP explainers, Gridiron Rumble
Distribution	Public writing, Twitch live builds, X/Twitter, community programs, hackathons, workshops
Platforms	Resend SDK/SMTP, Supabase/Postgres, Clerk, Vercel, Azure DevOps, Git/GitHub, REST APIs
Enterprise	Adobe AEM, Sitecore, Java, Spring Boot, stakeholder alignment, production reliability